

The Sun.

NEW YORK, SUNDAY, MAY 12, 1901.—COPYRIGHT, 1901, BY THE SUN PRINTING AND PUBLISHING ASSOCIATION.

Frederick Loeser & Co.

Brooklyn Advertisements.

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Frederick Loeser & Co.

The Wanted Millinery.

Second Floor, New Building.

Hats for the summer outing, smart shirt waist hats and jaunty sailors; newest shapes, latest trimmings; every summer hat at little cost.

AT 69c.—Short back sailor hats, untrimmed.

AT \$1.25, \$1.75 AND \$2.25.—Short back sailor hats, plain and rolling brims, faced with black and white straw.

AT \$3.75.—Handsome Manila sailor hats, polka dot trimming.

AT \$1.48.—Rough straws, dress shapes, tucked chiffon underbrims.

AT \$1.75.—New shirt waist hats, large crown, trimmed with mull and straps of velvet ribbons; others trimmed with silk and straw buckle, \$2.25.

AT \$2.75.—Rough and ready straws, trimmed with white breast and black velvet.

Also a splendid assortment of Gainsboroughs—now so fashionable—in Manila, chip and rough straw. At 59c., \$1.25 and \$1.75.

LUNCHEON.

For those who desire a quick one at moderate price, a lunch room has been established adjoining the ready store, basement.

Frederick Loeser & Co.

BROOKLYN.

Tumbled Prices All Along the Line.

The pioneer who blazes the first path through the forest has harder work than the one who follows him—but he sees something, produces something and gives something that the follower can't get, no matter how well he may follow. Without intended boastfulness, this store has always been doing pioneer work—always blazing new paths—always planning new ways to widen its influence and increase its constituency—always catering to demands in ways and by merchandise quite distinct from any other store. And so here's almost a newspaper full of new facts for to-morrow—news of real human interest—genuine economies for every personal and home want, the like of which has probably never been equalled in the history of retailing. Are you ready to advantage by it?

Muslin Underwear—Our May Sale.

The Highest Class at Lowest Class Prices.

This is really a sale that has always carried everything before it—and far more reason to do so this year than ever. Garments that are cheap—wonderfully cheap—but cheap because of orders placed at opportune times and long preparations for an annual event. Lingerie that would do credit to the nimble fingers of the French—garments that meet the demands of those who really love pretty and good lingerie—real womanly garments that haven't a skimp in the making—practically home-made. Loeser underwear, and that means more than name, as every careful woman knows. And

At Less Than Cost of Production

in fact, about what the equal materials alone would cost you. Seven thousand five hundred matchless pieces from three of the very best makers in this country—the finest nainsooks, cambrics and muslins, gowns, skirts, drawers, chemises and corset covers from the simplest to the most elegant—all of the best, and all at the lowest prices offered.

Night Gowns.

AT 59c., REGULAR 98c.—Masonville muslin gowns, in three styles, open and high neck styles, trimmed with four and eight rows of insertings, others hemstitched.

AT 98c., REGULAR \$1.59 TO \$1.79.—A splendid lot of nainsook and cambric gowns, in a variety of styles—high, low, V shape and Empire; elaborately trimmed with embroidery; some lace trimmed, others hemstitched.

AT \$1.49, REGULAR \$2.00 AND \$2.50.—Very fine nainsook gowns, also cam-

bric, in a variety of styles, handsomely trimmed with lace and embroidery.

AT \$1.98, REGULAR \$2.75 TO \$3.98.—A very fine lot of nainsook gowns, mostly sample pieces, handsomely trimmed with choice laces and finest embroidery.

AT 29c., REGULAR 49c.—Cambric corset covers, low neck, with tucking and 4 rows of embroidery.

AT 49c., 59c. AND 98c., REGULAR 79c., \$1.00 AND \$1.59.—Fine nainsook and cambric covers, low neck effects, French body.

AT 98c., \$1.49 AND \$1.98, REGULAR \$1.59, \$2.25, \$2.98.—An excellent line of nainsook chemises, short and long, prettily trimmed with laces, others with embroidery.

Drawers.

AT 59c., REGULAR 89c. AND 98c.—Good muslin and cambric drawers with deep embroidered flounces, tucked above.

AT 98c., REGULAR \$1.59.—Fine nainsook and cambric drawers, embroidered.

AT \$1.49 AND \$1.98, REGULAR \$2.25 TO \$2.98.—With fine lace and embroidery.

Petticoats.

AT 98c. AND \$1.49, REGULAR \$1.59 TO \$2.25.—White petticoats with deep embroidered ruffles, also lace flounces.

AT \$1.98, REGULAR \$2.50 TO \$3.50.—A splendid lot of finer petticoats, embroidered and lace flounces.

Aprons.

AT 29c. INSTEAD OF 49c.—White lawn aprons, with bib and strap, trimmed with embroidery, suitable for maids and waitresses.

Faultless Clothing for Men.

Stylish Spring and Summer Suits, \$10.00.

A contented customer, proud of his attire and pleased with its low cost, is a better advertisement for us than many counters filled with faultless clothing. That's why these splendid suits are marked \$10.00 each.

Sack suits—coats half or full lined—correct shape. Trousers have belt loops and suspender buttons. All wool cloths, latest stripes or mixtures; also fast color blue serge. Making and fit equal to custom made. Not "cheap" suits, but high-grade garments, remarkably cheap at this price—\$10.00.

Higher priced ones if you wish, at \$15.00, \$18.00, \$20.00 and \$25.00.

Advantages for Men.

Second Week of Negligee Shirt Sale.

75c., 95c., \$1.15 and \$1.50

Instead of \$1.00 to \$2.50.

The second week of our annual sale will have lost none of its opportunities—in fact, new ones have been added. The prices we are giving are less than you could buy in quantities direct from the makers.

The shirts are most carefully made, finished and laundered. The materials, styles and colorings are the very newest. The shirts are made in the handsomest ever shown.

AT 75c.—Men's fancy Madras striped Madras negligee shirts of the usual \$1.00 quality.

AT 95c.—Men's white Madras, plain-colored Madras and fancy-striped Madras negligee shirts, the usual \$1.15 and \$1.50 quality.

AT \$1.15.—Men's white Oxford plain-colored and fancy striped Madras negligee shirts, the newest effects and colorings and much better than the usual \$1.50 quality.

AT \$1.50.—The best lot of shirts ever sold under \$2.00 or \$2.50, made from exclusive patterns of imported Madras cloth and mercerized linen (here only in New York or Brooklyn); plaited or plain negligee styles.

White Goods About Half.

And that means even more than it reads, for the qualities are the very standards of excellence of the kind and assortment to meet all tastes.

AT 29c. FOR 40c.—White French handkerchiefs, 69 inches wide, a number the importer had too many pieces of, which we bought at quite a concession in price, 2,700 yards in the lot.

AT 5c. FOR 8c.—White India linen, 38 inches wide, about 1,000 yards.

AT 8c. FOR 12c.—White India linen, 40 inches wide, about 1,500 yards.

AT 9c. FOR 15c.—White India linen, 32 inches wide, very fine and sheer, about 4,000 yards.

AT 12c. FOR 18c.—White India linen, 40 inches wide, sheer and fine quality, about 3,500 yards.

AT 15c. FOR 25c.—White India linen, 40 inches wide, unusually fine and sheer, about 2,900 yards.

AT 18c. FOR 25c.—White fine cord madras, satin finish stripes.

Colored Dress Goods—Lowest Known.

Albatross, at 29c.; Never Sold Below 49c.

Second Floor, New Building.
This most popular dress fabric of the day is so well known to you all that we would feel like making an apology were we to describe it. The quality is excellent, all Australian wool, all the very best colors of the season—rose, cream, vieux rose, tans, grays, Royal blue, reseda, Nile, light blue and pink. Think of it, 29c.—can't be any more at the price when the lot is gone; and the following bargains almost as good.

AT 69c. INSTEAD OF 85c.—Prunella cloth, this spring's importation; all the leading colors of the season; imported to sell at 85c. a yard.

AT 69c. INSTEAD OF 95c.—Satin Venetian; newest colors of the spring season; regularly sold at 95c. a yard.

Black Dress Goods.

Second Floor, New Building.
Two special lots of black stuffs just as good as the prices—and the prices are revolutionary.

AT 39c., REGULAR 59c.—All-wool nun's veiling, 38 inches wide, jet black.

AT 49c., REGULAR 69c.—50-inch jet black mohair brilliantine, a material that will shed the dust.

Genuine Irish DIMITIES, 12c.

Sold To-day All Over the Country at 25c.

Second Floor, New Building.
This is a lot of the best quality of imported Irish dimitie, and the best price for it anywhere in this country to-day is 25c.—never known at 12c. before. White and colored and over two hundred and fifty styles to select from. Colors are pink, light blue, helio, cadet, green, black, white and rose—every yard the newest and of the very latest printing, at 12c. a yard.

Go-Carts Without a Parallel.

Prices Lowest Ever Quoted Anywhere.

Several hundred go-carts which trade conditions prompt us to sell at prices never heard of before. We reserve the right to deliver these carts within a week.

Regular \$3.60 go-carts at \$1.48.

Regular \$4.35 go-carts at \$1.98.

Regular \$5.25 go-carts at \$2.98.

Regular \$6.00 go-carts at \$3.75.

And Now for Bookcases.

Here's a collection of mahogany and oak bookcases—sliding and swinging doors—splendid specimens of the highest kind of cabinet makers' art. Too fine, in fact, for the maker to sell in large quantities. He decided to make cheaper goods—cleaned out his finer stuff to sell at a price which enabled us to sell them to you at

3 Off Regular Prices.

There are only 57 of these and they are too good and too cheap to keep all day. The regular prices were \$23.00 to \$50.00. We will sell them all to-morrow at \$15.00 to \$32.00.

Carpets—Adjustment Sale.

Prices Below Wholesale—1/3 Less Than Regular.

The new season has already begun at the mills and all the patterns not to be made again are generally sold at very low prices. We've bought the best of them; in fact, the patterns that have proved the most desirable in our own stock. The prices mark a great reduction; in fact, are 1/3 less than to-day's regular ones. For instance:

AT \$1.45 AND \$1.69 PER YARD INSTEAD OF \$2.50 AND \$2.75 PER YARD.—The famous Hartford and Whitehall Wiltons, in handsome library, dining room and hall and stair patterns.

AT 73c., 97c. AND \$1.25 PER YARD INSTEAD OF \$1.10 TO \$1.75 PER YARD.—Bigelow, Hartford and Smith Axminster, in choice parlor patterns.

AT 97c. PER YARD INSTEAD OF \$1.50 PER YARD.—Extra quality Wilton velvets.

AT 79c. PER YARD INSTEAD OF \$1.25 PER YARD.—Wilton velvets.

Ten Classes of Oriental Rugs.

About Half Their Real Value.

This lot of rugs will attract attention anywhere, they are the kinds, like good real estate, which grow in value the longer you keep them—a real investment, every one. Here are the prices for the entire lot, about one-half real value:

ALL WOOL ART SQUARES.
3 x 2 yards, \$4.80 value \$4.25
3 x 2 1/2 " \$5.40 " \$4.50
3 x 3 " \$6.00 " \$5.00
3 x 3 1/2 " \$6.60 " \$5.50
3 x 4 " \$7.20 " \$6.00
3 x 4 1/2 " \$7.80 " \$6.50
3 x 5 " \$8.40 " \$7.00
3 x 5 1/2 " \$9.00 " \$7.50
3 x 6 " \$9.60 " \$8.00
3 x 6 1/2 " \$10.20 " \$8.50
3 x 7 " \$10.80 " \$9.00
3 x 7 1/2 " \$11.40 " \$9.50
3 x 8 " \$12.00 " \$10.00
3 x 8 1/2 " \$12.60 " \$10.50
3 x 9 " \$13.20 " \$11.00
3 x 9 1/2 " \$13.80 " \$11.50
3 x 10 " \$14.40 " \$12.00
3 x 10 1/2 " \$15.00 " \$12.50
3 x 11 " \$15.60 " \$13.00
3 x 11 1/2 " \$16.20 " \$13.50
3 x 12 " \$16.80 " \$14.00
3 x 12 1/2 " \$17.40 " \$14.50
3 x 13 " \$18.00 " \$15.00
3 x 13 1/2 " \$18.60 " \$15.50
3 x 14 " \$19.20 " \$16.00
3 x 14 1/2 " \$19.80 " \$16.50
3 x 15 " \$20.40 " \$17.00
3 x 15 1/2 " \$21.00 " \$17.50
3 x 16 " \$21.60 " \$18.00
3 x 16 1/2 " \$22.20 " \$18.50
3 x 17 " \$22.80 " \$19.00
3 x 17 1/2 " \$23.40 " \$19.50
3 x 18 " \$24.00 " \$20.00
3 x 18 1/2 " \$24.60 " \$20.50
3 x 19 " \$25.20 " \$21.00
3 x 19 1/2 " \$25.80 " \$21.50
3 x 20 " \$26.40 " \$22.00
3 x 20 1/2 " \$27.00 " \$22.50
3 x 21 " \$27.60 " \$23.00
3 x 21 1/2 " \$28.20 " \$23.50
3 x 22 " \$28.80 " \$24.00
3 x 22 1/2 " \$29.40 " \$24.50
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3 x 24 1/2 " \$31.80 " \$26.50
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3 x 26 1/2 " \$34.20 " \$28.50
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3 x 29 1/2 " \$37.80 " \$31.50
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